



Dear Community Sponsor,

This year marks the 5th Annual Carbon Valley Holiday Festival on December 5, 2015, and we are excited to bring you a great lineup of activities for the entire family in the communities of Firestone, Dacono and Frederick.

The day will begin with holiday fun in Firestone at Coal Ridge Middle School with Santa & Mrs. Claus, Santa's Workshop where kids can create their own magical holiday ornaments and crafts, engage with the Frederick-Firestone Fire Protection District, hot cocoa and cookies, and local music entertainment. Later in the afternoon as the sun begins to set, Dacono will host holiday fun and a chili cookoff at Dacono City Hall. From there, people can wander to Crist Park in Frederick for the Festival of Lights. Guests will enjoy photos with Santa, carriage rides, ice carving demonstrations, musical selections, hot cocoa and thousands of twinkling lights.

The Carbon Valley Holiday Festival has already become the signature community event to celebrate the season. Each year the event grows attracting thousands of people to participate in the events throughout the day in the Carbon Valley communities. The communities of Firestone, Dacono and Frederick believe our mix of fun-filled activities and lively environment for attendees is a regional event that you will want to be a part of through a sponsorship opportunity.

We are reaching out to local and regional businesses and community members as prospective sponsors for the Carbon Valley Holiday Festival. Supporting community events in Firestone not only allows you to gain regional visibility, but it strengthens community relations and allows the event to flourish. The benefits of becoming a sponsor are vast, including great publicity through all communication channels such as website, social media, publication spotlights and promotional materials. Sponsorship levels are highlighted on the attached sheets, detailing benefits of each level. We are seeking cash sponsorships, as well as giveaways that we can hand out at the event. No donation is too small.

For more information about the Carbon Valley Holiday Festival, visit [www.FirestoneCO.gov/holidayfestival](http://www.FirestoneCO.gov/holidayfestival). You are also welcome to contact me directly with any questions or ideas you may have on ways you can contribute to this event. Email me at [kritter@firestoneco.gov](mailto:kritter@firestoneco.gov) or call 303-531-6254.

We hope to continue developing beneficial, community-related programs that assist in making the Firestone community a great place to live, work and enjoy. With your help, the Carbon Valley Holiday Festival will continue to be the region's signature event to celebrate the holiday season.

Sincerely,

Kristi Ritter  
*Communications & Community Outreach Coordinator*  
*Town of Firestone*



# 2015 Carbon Valley Holiday Festival Sponsorship

December 5, 2015 - Firestone Events - 1 to 4 p.m.  
Coal Ridge Middle School, 6201 Booth Drive, Firestone

**Sponsorship Deadline: Friday, October 23, 2015, 5 p.m.**

☐ **PLATINUM SPONSOR**

**\$1,000**

- Company banner as the highlight of the event (banner provided by sponsor)
- Logo recognition on publicity posters, flyers, Firestone website, Firestone Voice and November utility bill
- Name recognition in press releases
- Verbal recognition day of event
- Opportunity to set up a table at the event to market your business to event attendees
- Opportunity to have staff members or volunteers from your organization help at the various craft booths

☐ **GOLD SPONSOR**

**\$500**

- Company banner at the event (banner provided by sponsor)
- Logo recognition on publicity posters, flyers, Firestone website, Firestone Voice and November utility bill
- Name recognition in press releases
- Opportunity to have staff members or volunteers from your organization help at the event

☐ **SILVER SPONSOR**

**\$250**

- Logo recognition on publicity posters, flyers, Firestone website, Firestone Voice and November utility bill
- Opportunity to have staff members from your organization help at the event

☐ **CONTRIBUTING SPONSOR**

**\$50-\$200**

- Name recognition on publicity posters, flyers, Firestone website, Firestone Voice and November utility bill
- The November Firestone utility bill and the November/December Firestone Voice newsletter will be mailed out the first week in November to approximately 4,000 utility customers, reaching more than 12,000 local residents and business owners.
- Press releases will be distributed to local media outlets with regional distribution.
- Publicity for the event will be on all three websites for Firestone, Dacono and Frederick.
- Please note that by completing this sponsorship form you are sponsoring the Firestone portion of events only as each of the municipalities is responsible for their own respective sponsorships.
- Sponsorship or donation is completely tax deductible (please consult your tax professional).

## SPONSOR INFORMATION

Company Name (To Appear on Promotions): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Value of Sponsorship/Donation: \$\_\_\_\_\_ (please submit cash and in-kind sponsorships by Friday, Oct. 23, 2015)

Type of Sponsorship: ☐ *Cash Sponsor* ☐ *Check Enclosed* ☐ *In-kind Sponsor* ☐ *Item is Enclosed*

Description of Donation: \_\_\_\_\_

**If your sponsorship allows for a logo to be placed in publicity materials, please email Kristi Ritter a high resolution, at least 300 dpi, color logo no later than Friday, Oct. 23, 2015 to [kritter@firestoneco.gov](mailto:kritter@firestoneco.gov)**

Sponsor's Signature: \_\_\_\_\_